LEO BURNETT U.S.A.
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We bet Cambridge taste will blow away generics!

Taste 'em yourself!

$2.00 off a carton of Cambridge
Regular or Menthol, Kings or 100's.

MANUFACTURER'S COUPON

Instant Store Coupon $ 28200 61282 8

Taste breakthrough, generic price!

12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

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Mfr. suggested retail price

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Source: https://www.industrydocuments.ucsf.edu/docs/tthx0001